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"To enrich lives through effective and caring service"

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November 22, 2011

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

8 November 22, 2011

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

**HEARING ON NEW PARKING RATES
AT COUNTY AUTO PARK 54
(ALL DISTRICTS - 3 VOTES)**

SUBJECT

Recommendation to establish new parking rates at County Auto Park 54 for patrons attending major events held at the Los Angeles Memorial Coliseum.

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING,

Authorize the Internal Services Department Director, or his designee, to establish new parking rates at Auto Park 54 for patrons attending major events at the Los Angeles Memorial Coliseum.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On October 11, 2011, your Board instructed ISD to procure parking management services and establish parking rates for Auto Park 54 to accommodate public demand for parking at nearby events (Agenda item #8).

ISD manages 24 County parking facilities located within the Los Angeles Civic Center and surrounding areas. Auto Park 54 will be added to ISD's existing Parking Management Services contract with Classic Parking Inc., for the purpose of providing event parking for patrons attending major events at the Los Angeles Memorial Coliseum. Event parking demand is driven by University of Southern California football games, international soccer games, etc. Located at 1011 Browning Boulevard in Los Angeles, Auto Park 54 is the parking structure adjacent to County offices located at 3965 South Vermont Avenue in Los Angeles. Auto Park 54 includes approximately 150 parking spaces.

The recommended action will establish event parking rates at Auto Park 54 where a demand exists but no such rates are currently established. Since market pricing for public parking varies based on the event and parking demand, it is recommended that your Board approve an event parking rate range of \$10.00 to \$50.00 per vehicle for Auto Park 54. This range will allow the County to adjust to market parking pricing based on each event. ISD, working with the Contractor, will determine rate(s) based on the event and anticipated parking demand.

Upon approval by your Board, ISD will coordinate with tenant agencies to update parking structure signage and calendar event parking dates.

Implementation of Strategic Plan Goals

Approval of event rate recommendation is consistent with the County's Strategic Plan Goal of Fiscal Responsibility.

FISCAL IMPACT/FINANCING

Because Auto Park 54 is not currently a revenue generating parking lot, no data exists to determine estimated gross revenues. However, the establishment of event parking and parking rates at this parking lot is anticipated to increase net County parking revenue. After adjusting gross revenues for payment of Los Angeles City tax (currently at 10%), revenues will be partially offset by parking management costs, including contractor operations that are provided under Board contract.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Required public hearing notice was given pursuant to the procedures and requirement set forth in the Government Code 66018 and 6062(a).

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Tenant agencies indicated that there are no concerns with opening up the parking facility on specific weekends for public parking access to attend events at local venues. Use of the parking structure on weekends will not adversely impact normal weekday business hours.

The Honorable Board of Supervisors

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It is our intent to implement the new rate within 45 days of your Board's approval. This will allow sufficient time to prepare signs and allow tenant agencies to inform their employees, guests and vendors.

Respectfully submitted,

A handwritten signature in cursive script that reads "Tom Tindall".

TOM TINDALL

Director

TT:JS:MN:nc

c: Executive Officer, Board of Supervisors
County Counsel
Auditor-Controller